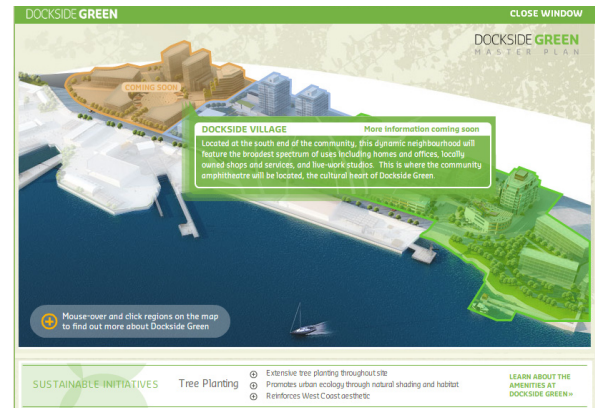


**CMAEON™ increased Docksider Green's volume of leads 300% in the first six months.**

**We can show you how.**

## THE STORY

Docksider Green is the brainchild of Joe Van Belleghem of Windmill Development Group and partner Vancity Enterprises Limited—to transform an industrial wasteland on Victoria's inner harbour into an ecologically sensitive, 1.3 million square feet green community. Docksider Green has the distinction of being Victoria's (British Columbia, Canada) biggest development of city land in history and CMAEON™'s 1to1RED™ Connected Market Space™ is helping to make it the most successful.



The Docksider Green plan is to build an economically sustainable community—using the highest green standards and including residential, work, hotel, retail, office and light-industrial space—for 2,500 people, and to make it profitable. From the ceremonial ground breaking in spring of 2006 to completion projected in 7 to 10 years, the project will cost \$600 million (CDN) and will comprise 26 buildings. Interestingly, Docksider Green is committed to achieving Platinum certification, the highest level under the Canadian LEED™ program, and if they succeed, will be the first residential complex in the world to gain platinum status.

With a project of this scope and magnitude, Docksider needed to partner with a company who has the technology and resources to bring their project to the forefront of the online Internet community—the qualified buyers.

## THE SITUATION

Docksider approached CMAEON™ in January 2007 requesting an improved website, a database and the online marketing services to support a mid-March marketing launch.

Docksider Green needed an online presence for the Internet that would complement their print media campaign and our primary mandate was to capture leads.

## THE SOLUTION

CMAEON™ delivered the 1to1RED™ platform that we had customized to Docksider's sales process and development and which accounted for each phase and launch of their development.

CMAEON™ then designed and developed a new 150+ page website featuring interactive elements and ensuring maximum search engine visibility. The website elements included:

- an interactive master plan
- 360-degree virtual interiors
- artist renderings
- integrated content management
- adherence to accepted web standards

Our successful 1to1RED™ marketing through our Guaranteed Leads Program:

- Delivered qualified traffic to their website, thanks to our ads and search engine optimization expertise.
- Captured qualified leads to their database.
- Increased the volume of sales leads—generating an average increase of 50% per month from month one to month six.
- Complemented offline advertising and public relations with online ads.
- Captured information about the lead's source, right down to the search engine query.

## YOUR SUCCESS - WHAT CAN CMAEON™ AND 1TO1RED™ DO FOR YOU?

1to1RED™, the Connected Market Space™ for real estate, gives you a real-time view of all your business elements; from marketing initiatives and advertising campaigns to email traffic and contact information. Between our web-enabled software, our training, our 24/7 customer service and, most importantly, our record of successes, CMAEON™ has what it takes to support your winning team, just as it continues to do for Docksider Green.